

## IN THE CLAIMS

1. (Currently Amended) A method comprising:

allowing the use of content on a content receiver;  
collecting information about one or more characteristics of the receiver;  
providing the collected information to a remote processor-based system;  
said receiver receiving, from the remote processor-based system, a first subset listing of advertising resources and guidelines for distributing advertising materials on the receiver, said first subset listing of advertising resources selected from a database of advertising resources based on at least one of said one or more characteristics of the receiver;

automatically and selectively choosing, on said receiver and without user intervention, an advertising resource from the first subset listing based on a given characteristic of the receiver to compile a second subset listing of advertising resources, the second subset listing finer tuned to a characteristic of the receiver than said first subset listing; and

capturing an advertisement corresponding to the listed on the second subset listing of chosen advertising resource resources to store the advertisement on said content receiver; and,

in response to detecting a pause in content usage, automatically interrupting the use of content to temporarily replace the content with a previously stored advertisement, the place in the content where said pause occurs, if said pause occurs at all, not determined by a content provider.

2. (Currently Amended) The method of claim 1 including combining the first subset listing of advertising resources with advertising resources previously available on the receiver and automatically and selectively choosing an advertising resource from said first subset listing or said advertising resources previously available on the receiver to create said second subset listing.

3. (Currently Amended) The method of claim 1 wherein collecting information includes monitoring the activities of the user of the receiver including monitoring the web sites that the user has visited and the application software that the user has utilized.

4. (Previously Presented) The method of claim 3 wherein collecting information includes developing a database of information about activities undertaken by the user of the receiver.

5. (Currently Amended) The method of claim 4 wherein receiving the first subset listing of advertising resources includes receiving a first subset listing of advertising resources from a database of advertising resources stored on said remote processor-based system based on information about the user of the receiver.

6. (Currently Amended) The method of claim 5 wherein including compiling a local electronic guide to said second subset listing of advertising resources to use to capture advertisements available on a remote processor-based system includes compiling said second subset listing based on the particular patterns of a user of the receiver.

7. (Original) The method of claim 1 including determining a characteristic of advertising and comparing said characteristic to information about the use of the receiver.

8. (Previously Presented) The method of claim 1 including storing a variety of content on the content receiver to select for play at any time.

9. (Currently Amended) The method of claim 1 including automatically replacing the content, other than advertising with advertising after allowing the content to be used for a predetermined amount of time.

10. (Currently Amended) The method of claim 1 including controlling the number of times a user may access content other than advertising that is stored on the receiver.

11. (Currently Amended) An article comprising a medium for storing instructions that enable a receiver to:

allow the use of content on the receiver;

in response to detecting a pause in content usage, automatically interrupt the use of the content, the place in the content where the pause occurs, if said pause occurs at all, not predetermined;

while said content usage is paused, enable the receiver to temporarily replace the content with advertising;

collect information about characteristics of the receiver;

provide the information to a remote processor-based system;

receive, from said remote processor-based system, a subset listing of advertising resources and guidelines for using advertising materials in connection with the receiver, said subset listing selected from a database of advertising resources;

selectively choose, without user intervention, an advertising resource from the subset listing based on a characteristic of the receiver; and

capture an advertisement corresponding to the chosen advertising resource to store the advertisement on said content receiver.

12. (Previously Presented) The article of claim 11 further storing instructions that enable the receiver to store a variety of content on the receiver to select for play at any time.

13. (Original) The article of claim 11 further storing instructions that enable the receiver to monitor the activities of the user of the receiver.

14. (Original) The article of claim 13 further storing instructions that enable the receiver to develop a database of information about activities undertaken by the user of the receiver.

15. (Original) The article of claim 14 further storing instructions that enable the receiver to select advertisements stored on the remote processor-based system based on information about the user of the receiver.

16. (Currently Amended) The article of claim 15 further storing instructions that enable the receiver to compile a local electronic guide to advertising resources other than said subset listing to use to capture advertising available on a remote processor-based system.

17. (Original) The article of claim of 11 further storing instructions that enable the receiver to determine a characteristic of advertising and compare the characteristic to information about the use of the receiver.

18. (Original) The article of claim 11 further storing instructions that enable the receiver to automatically replace content with advertising after allowing content to be used for a predetermined amount of time.

19. (Original) The article of claim 11 further storing instructions that enable the receiver to automatically determine at predetermined times whether to replace said content.

20. (Currently Amended) The article of claim 11 further storing instructions that enable the receiver to automatically compile a receiver-based database of advertising resources, said receiver-based database including a subset of selections from said subset listing.

21. (Currently Amended) A system comprising:

a receiver that receives the transmission of content, said receiver including a shell to enable the use of content to be paused and temporarily replaced with a previously stored advertising, said pause in the use of content initiated by a user at random; and

storage coupled to said receiver storing instructions that enable said receiver to determine information about a characteristic of the receiver, receive, from a remote processor-based system, a first subset listing of advertising resources and guidelines for distributing advertising materials on the receiver, the first subset listing based on the information about the receiver, use the information to automatically and selectively choose a subset of [[an]] advertising resources resource from the first subset listing, and capture the advertisements an advertisement corresponding to the subset of a chosen advertising resources resource to store the advertisements advertisement on the receiver.

22. (Original) The system of claim 21 wherein said system is a television receiver.

23. (Original) The storage of claim 21 wherein said receiver automatically replaces the content with advertising after allowing content to be used for a predetermined amount of time.

24. (Original) The system of claim 21 wherein said receiver automatically determines at predetermined times whether to replace the content with advertising.

25. (Original) The system of claim 21 wherein the receiver enables a variety of content to be selected for play at any time.

26. (Original) The system of claim 21 wherein said storage stores instructions that enable the receiver to monitor the activities of the user of the receiver.

27. (Original) The system of claim 26 wherein said storage stores instructions that enable the receiver to develop a database of information about activities undertaken by the user of the receiver.

28. (Original) The system of claim 21 wherein said storage stores instructions that enable the receiver to access a database of available advertisements on a remote processor-based system.

Claim 29 (Canceled).

30. (Currently Amended) The system of claim 21 wherein said storage stores instructions that enable the receiver to compile a local electronic guide to advertising resources to use to capture advertisements available on the remote processor-based system, said local electronic guide to advertising resources compiled without user intervention and including a

second subset listing of advertising resources that is based on an activity of the user of the receiver to create a subset listing that is finer tuned than said first subset listing.

31. (Previously Presented) The system of claim 21 wherein said storage stores instructions that enable the receiver to access a database of available advertisements on a specialized, remote processor-based system.

32. (Previously Presented) The system of claim 31 wherein said storage stores instructions that enable the receiver to access a database of available advertisements on a remote processor-based system specialized for a language other than the national language spoken in the location of said receiver.

33. (Previously Presented) The method of claim 1 wherein collecting information includes collecting information about a characteristic of at least one of the hardware and software that is present on the receiver.

34. (Currently Amended) The method of claim 1 ~~wherein detecting a pause in content usage includes including detecting a user-initiated pause in content usage and in response to detecting a pause in content usage, automatically interrupting the use of the content to temporarily replace the content with a previously stored advertisement, the place in the content where said pause occurs, if said pause occurs at all, not determined by a content provider.~~